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From: brendaw@tampabay.rr.com [mailto:brendaw@tampabay.rr.com]

Sent: Wednesday, October 19, 2005 3:50 PM

To: ATR-Real Estate Workshop

Subject: Real Estate Workshop

With over 26 years as a Realtor, I know the business well. It takes competent, trained, educated and professional people to help families make one of the largest investments during their life. This is not a casual trip to the grocery store. Our clients put a lot of trust in us and rightfully so, we are very much involved with every aspect of the transaction,. Our job is to protect and direct our clients through the home buying process. We earn their loyalty with our professional experience.

The real estate industry is a model of competition that works. In an economy in which large, national corporations -- such as Wal-Mart and Microsoft -- dominate the marketplace, real estate stands apart. We are an industry made up predominantly of small businesses and independent contractors who represent the entrepreneurial spirit this country was founded on.

All of us serve localized markets where we compete for business every day. Fierce competition is fueled largely by the uniquely intense and personalized nature of the service we provide to our clients -- which, in turn, determines our future success through referrals and return business.

Barriers to entry are low. If you are willing to take the time to learn the business in your local market, pass the state license examination and adhere to the REALTORR code of ethics, there is nothing to stand in the way of success in this industry. I had to learn the business and pass the state licensing examination, but it is my own work ethic, commitment to professional standards and dedication to client satisfaction that determine my success.

Even through the economic downturns our country has experienced in the past few years, our industry has continued to provide opportunity -- something I would say is confirmed by the thousands of new agents that join our profession every year and the over 2 million Americans who are now licensed to provide professional real estate services in communities across the country.

Nothing encourages a competitive business environment more than providing consumers with choice. In the residential real estate marketplace, consumers not only are able to choose from more than 76,000 brokerage firms and more than 1.2 million REALTORSR, but also from a variety of business models.

Sincerely,

Brenda Wooldridge, G.R.I.

Re/Max ACR Elite

Brenda Wooldridge, G.R.I.  
Realtor

RE/MAX ACR ELITE GROUP